

FREE! FREE!

To The First

**25
Ladies**

Entering our Store opening
hour, free.

Pair of Lisle Colored Hose

CHALLENGE

FREE! FREE!

To The First

**25
Men**

Entering our Store on Open-
ing hour, free.

A Nice Neck Tie

Read Every Line of This Circular---Means Money to You!

HELP!

Sensational note from A. D. Dodson.

To the people of Snyder and Scurry County:

On account of needing the money, I have decided to put on a Challenge Sale and in order to make this sale quick and decisive, I have employed the most effective weapons known to modern merchandising, i. e., not only the eliminating of every vestige of profit, but cutting deep down into the original cost of every item and garment in our peerless array of the choicest creations of the world's greatest work shops. I personally guarantee every price and statement in this circular.

(Signed)

A. D. DODSON.

WAIT UNTIL

Saturday, May 23,

9:00 a. m.

The entire \$15,000 stock of A. D. Dodson at Snyder, Texas, of this spring and summer's latest, most up to date merchandise consisting of everything worn by men, women or children, will be thrown upon the market regardless of former cost or value.

Absolutely no mercy will be shown the cost mark.

Everything goes at Challenge Sale Prices.

If money saving means anything to you, read this and profit thereby. This is not an ordinary bargain sale, but a case of having to raise some money and if price has anything to do with your buying, we will certainly raise the money. Look where you please, read what you please, your eyes, your mind, your feet, should lead you towards this store. As this sale promised to be the greatest money saving event that this store has ever offered, we know that it is worthy of your investigation. Come and see if we will do as we advertise. The reason---we need the money.

FREE! FREE!

To Every

10th Customer

buying a pair of shoes, we will give a
pair FREE on opening day.

These Hard Times Overcome by Visiting this Great Money Saving Event

We are conducting this sale under modern methods, where thousands of dollars' worth may be sold without the least exertion and we predict the 13 Biggest Sales Days in the history of Snyder. We purpose to give absolute satisfaction from start to finish. No misrepresentation or exaggerated statement will be tolerated by this store. For the past 21 years A. D. Dodson has conducted a successful business in Snyder and his word has been as good as his bond, and during this sale and after it is over, so shall it remain. Come and bring the children.

**Store Closed All Day
Friday, May 22nd**

To Mark down goods and arrange
stock for this

Gigantic Sale

This store is an Oasis in a Desert of High Prices.

FOR THIRTEEN DAYS ONLY

A TERRIFIC SALE---Sending death and destruction to former prices. Will bring
thousands of people from far and near to attend this great sale.

CAN YOU AFFORD TO MISS IT

For Thirteen Days Only

The thunder of our batteries of low prices will shake Snyder and vicinity from
center to circumference; for all former prices are demolished and all the season's most
desirable merchandise for the entire family is now offered on the altar of necessity, with-
out withholding anything. It must go as we are needing the money.

Five Minute Special Sales

All take place at various times during the sale. We quote a
few of the first five days specials that will be sold for a short
time only. Many of these items will be sold for one-third to one-
fourth less than the wholesale prices.

10:00 TO 10:05

CALICO

8 1/2 Cents per Yard

Only 10 Yards
to a Customer

1:00 TO 1:05

APRON GINGHAMS

at 6 Cents per Yard

Only 10 Yards
to a Customer

2:00 TO 2:05

AMOSKEAG UTILITY
DRESS GINGHAM

7 Cents per Yard

Only 10 Yards
to a Customer

3:00 TO 3:05

YOUR CHOICE ANY
LAWN, REGULAR 8

TO 15c VALUES

6 Cents per Yard
Only 10 Yards
to a Customer

6:00 TO 6:05

We Offer from 6 to 6:30

The Famous Satisfac-
tion Brand Bleach-

ed Domestic
10 Yards for 65 Cents
Only 10 Yards
to a Customer

Below we quote you a few of the many thousands of bargains to be had during Sale

Ladies white hdkts. 5 cts Chal-
lenge Price 3 cts
Men's white hdkts. 5 cts Chal-
lenge Price 3 cts
Men's striped hdkts. 10c Chal-
lenge Price 6 cts
Clark's O. N. T. Thread, Colors
black and white, per spool 4 cts
All Men's \$5.00 and \$6.00 Shoes
Challenge Price \$1.25
All Men's \$5.00 and \$6.00 Oc-
cords Challenge Price \$1.25
All Men's \$4.00 and \$5.00 Shoes
Challenge Price \$2.75
Ladies' High Shoes, American
Lady, regular \$2.50 and
\$4.00, Challenge price \$2.45
Ladies' High Shoes, Vassar Ple-
nie, Reg. Challenge Price \$2.15
Men's hlb Overalls, Star Brand,

regular \$1.00 seller, Chal-
lenge Price per pair 89 cts

MEN'S DRESS SHIRTS

All \$1.75 and \$1.50 Shirts, Chal-
lenge Price 1.15

All \$1.25 and \$1.00 Shirts, Chal-
lenge Price 89 cts

TABLE LINEN

Genuine Damask, Table Linen,
Goral designs, 72 in. wide,
regular price \$1.25,
the yard, Challenge Price 89 cts

Genuine Damask Table Linen,
floral design, 64 in. wide,
regular \$5c seller, Chal-
lenge Price 42 cts

Genuine Damask Table Linen,
floral design, 72 in. wide,

regular price \$1.00 per yd.
Challenge Price 77 cts

And numerous others, Napkins to
match.

Window Curtain Crepe, 50 in.
wide, beautiful patterns,
regular 25c seller, Chal-
lenge Price 19 cts

Maxwell's Costume Crepe, 27 in.
in. wide, regular 15c seller
Challenge Price 8 cts

Ratone, Tangle, Copenhagen
Rise, Rose, Bolide and Pan-
cies, striped, etc., regular
40 to 65c Challenge Price
21 cents to 47 cts

Cadet stockings for Men, Women,
Boys and Girls, every
pair guaranteed, regular
25c the pair, Challenge

Price 21 cts

Ocean Pearl Buttons, Challenge
Price per card 30 to 7c

The Famous Collins-Corn Col-
lars regular 15c, 2 for 25c
Challenge Price, each 7 1/2c

We have a few Ladies' Spring
Suits, Spring and Winter
Suits, regular \$15.00 to
\$25.00 Values, Challenge
Price \$8.00

We have a new line of beaded
petticoats that we are going
to offer to you during this
sale for \$1.15 and 89 cts

Real Challenge Values.

Safety Pins, Challenge Price 1.3 cts

Ekreka Violet Talcum Powder,
net weight cans 13 oz. Chal-
lenge Price per can 8 cts

Menthol-Washe for Chapped
Hands, Hay Fever, Sore
Throat, etc., Challenge price
per can 14 cts

Anders' Japan's White Castile
Sap, No. 255, regular 10c
value, Challenge price 6 cts

Your choice during Challenge
Sale of any Embroidery in
the house for per yard 6 cts

Challenge Price on any Man's
Suit, your choice \$7.00

Challenge Price on any of our
Men's Dress Pants, regular
\$4.50 to \$5.00 Values, Chal-
lenge Price per pair \$2.75

Challenge Price on any of our
Men's Dress Pants, regular
\$5.00 values, for \$2.25

Our Guarantee

Anyone buying anything during this sale that
doesn't prove satisfactory or just as represented, or
advertised, we will exchange or refund their money
without question or quibble.

Free! Free!

During this sale we will have six balloon as-
censions. One of the Balloons will carry a note
from A. D. Dodson. To the one who gets that note
and returns it to this store we will give FREE

A PAIR OF SHOES

This Big Sale op-
ens Saturday, May
23rd and closes
June 6. One fore-
thought is worth
a thousand regrets

A. D. DODSON

Southeast Corner Square

Snyder, Texas

Saturday the day,
May 23 the date,
9 a.m. is the hour.
Mark it, mark it
well. A bargain
feast for 13 days.